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# Delivering standardized and scalable IT as a vital enabler for retail in the digital age

Switzerland's biggest retailer Migros has been working in close cooperation with Atos to successfully implement a transition to a partnership-based, scalable and cost-efficient operating model for its data center platform services.



**MIGROS**

**Atos**



# «Our close cooperation with Atos and a culture of mutual trust continue to make this partnership a success»

Patrick Mosberger,  
Head of Infrastructure, Migros Group IT.

## The context

Switzerland's biggest retailer Migros has been facing new competitive pressures due to a rapidly changing retail market.

Today's consumers have more choice than ever before - and leading retailers must adapt rapidly to keep pace. Due to changing consumer expectations and competition from retailers just over the Swiss border, Migros has wanted to significantly reduce IT costs and ensure that its IT function is fit for the future. It has recognized the need for more agility and flexibility as well as the challenge of innovating and reducing time to market. The retailer has therefore needed a strategic partner to help leverage its technical engineering and operational power as well as for modernizing and optimizing its Datacenter Platform Services, including storage/compute, database and SAP Basis. The company chose Atos based on its global footprint, leadership in digital transformation and the close cultural fit between the two organizations.

## The challenge

Atos has been engaged to consolidate, optimize and standardize the Migros IT service and estate, therefore reducing costs while providing a platform for digital transformation and growth.

IT plays a crucial role in Migros' business, with data and digital technologies at stores and in the back office helping to drive customer engagement and loyalty as well as enabling lean operations. Knowledge retention and process alignment via a smooth transition is key to first-generation collaboration arrangements. Using SIAM principles, Atos' challenge has been to collaborate with Migros Group IT to transform into a service integrator. Collaboration with a range of technology partners is critical to support Migros' strategy for building customer relationships, optimizing supply chains and increasing profitability.

## The solution

Working in partnership with Migros, Atos has designed and delivers robust, transparent, simplified services and interfaces with Migros and other partners.

Close collaboration and taking a flexible approach has been key, with time spent onsite in Zürich and robust knowledge management, to ensure a smooth transition. With change management critical to success, Atos is working closely with staff and brings in new workers to carry out operations without any disruption to the business. Within the first three months, trust has been established with new colleagues. The global IT company is able to rapidly supply skills and capabilities where needed, maintaining adherence to ITIL standard processes and tooling. Atos is highly rated by Migros, receiving a 9 out of 10 score on "net promoter" in the Customer Satisfaction survey, an outstanding achievement after the first year of collaboration. Now Migros is working closely with Atos and other partners, to meet current and future needs of business customers across Migros group.



## Business benefit

**Migros' Datacenter Platform IT service is optimized and future-proofed for the fast-changing highly competitive retail market.**

Atos has ensured full delivery of the benefits set out in the business case:

- The international, specially trained core team, which includes German speakers, works with highly standardized delivery processes and tools, providing Migros with transparent service levels
- New technologies and solutions accelerate implementation cycles, minimize risk and optimize cost-efficiencies

- Migros has direct access to a world-class partner ecosystem, including Atos' strategic partnerships with global players such as Google, Microsoft, ServiceNow and Dell EMC, to introduce market-leading solutions

Migros is optimally positioned for digital transformation, including its move to the cloud, and will continue to benefit from other services and cost optimization.

## Customer story

### About Migros

Migros is Switzerland's largest retail company, largest supermarket chain and largest employer, and one of the 40 largest retailers in the world. The Migros Group is structured as a cooperative federation, with over two million members.

The Migros vision is to make the lives of its members, employees and fellow citizens better every day, whether that is by providing healthy food, delivering innovative products, or contributing a portion of its revenue to social and cultural projects. As part of its promise to customers, Migros provides robust, easy-to-use online shopping experiences as well as a mobile shopping app. Other successful Migros Group brands include Digitec, Migrosbank, Chocolat Frey and Bischofszell.

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